

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. **(Currently Amended)** A method of dynamically determining an optimal advertisement to be used by an Internet merchant, comprising:

(a) receiving configuration data from the Internet merchant, wherein such configuration data assists in communication with the Internet merchant;

(b) ~~randomly sampling visitors to the Internet website according to the configuration data continuously or at discrete intervals;~~ running multiple experiments according to the configuration data on an on-going basis on randomly chosen visitors to the Internet website;

(c) dynamically determining an optimal advertisement wherein the determination of the optimal advertisement involves real time learning from the ~~dynamic~~ analyses of the ~~configuration data experiments~~ of step (b); and

(d) thereafter using the optimal advertisement determined in step (c).

2. **(Original)** The method of claim 1, wherein step (c) comprises determining an advertisement that optimizes highest click-through rate.

3. **(Original)** The method of claim 1, wherein step (c) comprises determining an advertisement that optimizes highest click-rate

4. **(Original)** The method of claim 1, wherein step (c) comprises determining an advertisement that optimizes a combination of click-through rates and buy-rates.

5. **(Original)** The method of claim 4, wherein the combination is determined through a weighted formula.

6. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.

7. **(Previously Presented)** The method of claim 1, where said configuration data includes potential advertisements that are offered to the sampled visitors in step (b).

8. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.

9. **(Previously Presented)** The method of claim 1, wherein said configuration data includes data for segmenting the visitors into clusters.

10. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal advertisement.

11. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.

12. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.

13. **(Previously Presented)** The method of claim 12, wherein the optimal advertisement determined for each group optimizes price.

14. **(Original)** The method of claim 13, additionally comprising updating the website such that a visitor is presented with the optimal advertisement determined in step (c) according to the visitor's group.

15. **(Original)** The method of claim 12, wherein groups are determined based upon prior purchasing behavior.

16. **(Original)** The method of claim 12, wherein groups are determined based upon demographic characteristics.

17. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal advertisement determined in step (c).

18. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal advertisement determined in step (c) if the determination for the optimal advertisement meets a minimum threshold.

19. (Original) The method of claim 18, wherein the minimum threshold is that the optimal determined in step (c) is a predetermined percentage better than a currently offered advertisement.

20. (Currently Amended) A method of dynamically determining an optimal advertisement to be used by an Internet merchant, comprising:

- (a) receiving configuration data from the Internet merchant, wherein such configuration data assists in communication with the Internet merchant;
- (b) ~~randomly sampling visitors to the Internet website according to the configuration data continuously or at discrete intervals;~~ running multiple experiments according to the configuration data on an on-going basis on randomly chosen visitors to the Internet website;
- (c) dynamically determining an optimal advertisement wherein the determination of the optimal advertisement involves real time learning from the ~~dynamic~~ analyses of the ~~configuration data~~ experiments of step (b);
- (d) thereafter using the optimal advertisement determined in step (c); and
- (e) repeating steps (a) - (d) using the determinations made in step (b) as configuration data in step (a).

21. (Cancelled)

22. (Cancelled)